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Regulatory Framework for Operating e-Commerce in Switzerland 2018

Held in Bern at the City Hall, the event will form a number of think tanks about e-Commerce regulations involving different stakeholders, such as administration representatives and politicians, industry players on the supplier side, industry players on the merchant side, university researchers and representatives from the academic world, as well as consumer associations and international institutions.

NetComm Suisse wishes to share ideas and positions on a number of topics crucial to the development of e-Commerce in Switzerland.

Information

-  16 January 2018
-  09:00 - 18:00
-  **Bern City Hall**
Rathaus - Rathauspl. 2, 3011 Bern
-  **Only for invited guests**

Event Program

JANUARY 16TH

- 09:00 / 09:30 > **Check-in**
- 09:30 / 09:40 > **Welcome speeches**
[Carlo Terreni](#), President @ NetComm Suisse Association
[Herbert Binggeli](#), Rector @ Bern University of Applied Sciences
- 09:40 / 10:00 > **Survey of policy and legislative activities in the EU**
[Luca Cassetti](#), Director of EU Public Affairs @ Ecommerce Europe
- 10:00 / 10:15 > **Where will Swiss e-Commerce be in 10 years?**
[Reinhard Riedl](#), Professor @ Bern University of Applied Sciences
- 10:15 / 10:35 > **Swiss legislative activities**
[Martin Dumermuth](#), Director General @ Federal Office of Justice
- 10:35 / 10:55 > **Experiences with digital Switzerland strategies – next steps**
[Philipp Metzger](#), Director General @ OFCOM
- 10:55 / 11:25 > **Networking Break**
- 11:25 / 11:45 > **Taking on the challenges of inclusive international e-Commerce**
[Pascal Clivaz](#), Deputy Director General @ Universal Postal Union (UPU)
- 11:45 / 12:05 > **"Swissness", the most underestimated sales point for Swiss cross-border e-Commerce**
[Patrick Wolf](#), Business Development Manager e-Commerce / [Swiss Post](#), [Asendia Switzerland](#)
- 12:05 / 12:25 > **How eBay enables SMEs to sell internationally from Switzerland**
[Nikolaus Lindner](#), Director Government Relations @ eBay
- 12:25 / 12:45 > **Online boom and crossborder sales: the need for a political agenda**
[Beat Vonlanthen](#), Member of the Council of States @ Swiss Parliament
- 12:45 / 14:00 > **Networking Lunch**
- 14:00 / 14:20 > **e-Commerce and export**
[Rico Baldegger](#), Director / [School of Management Fribourg \(HEG-FR\)/University of Applied Sciences Western Switzerland \(HES-SO\)](#)
- 14:20 / 15:40 > **A democratic debate on how politicians should address the Amazon topic**
[Carlo Terreni](#), President @ NetComm Suisse Association
[Matthias Fröhlicher](#), Director e-Commerce, Projects & Operations @ KOALA.CH - Chaussures Aeschbach SA
[Enrique Sanz](#), CEO @ Yogatree.ch
[Isabelle Ohnemus](#), CEO, Founder @ EyeFitU AG
[Alex Naray](#), Founding Partner @ Naray & Freymond Avocats
[Ursula Sury](#), Vice Director @ Lucerne School of Information Technology
- 15:40 / 16:00 > **Networking Break**
- 16:00 / 16:15 > **Amazon FBA: Opportunities and legal aspects from a Swiss perspective**
[Alex Naray](#), Founding Partner @ Naray & Freymond Avocats
- 16:15 / 16:30 > **The Swiss VAT challenge in a digital world**
[Patrick Kessler](#), President @ VSV ASVAD
- 16:30 / 16:45 > **Closing notes and wrap-up**
[Carlo Terreni](#), President @ NetComm Suisse Association
- 16:45 / 18:00 > **Networking apéro**